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# *Consumer* **PURCHASES OF FRUITS AND JUICES**

*in August*  
**1953**



**UNITED STATES DEPARTMENT OF AGRICULTURE  
BUREAU OF AGRICULTURAL ECONOMICS  
AND  
FRUIT AND VEGETABLE BRANCH  
PRODUCTION AND MARKETING ADMINISTRATION**

**WASHINGTON 25, D. C.  
September 1953**

## FOREWORD

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, frozen concentrated juices and ades, and dried fruits. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 4,300 household consumers. The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America,  
under contract with the U. S. Department of Agriculture.



CONSUMER PURCHASES OF FRUITS AND JUICES  
IN AUGUST 1953

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length

SUMMARY

Householders bought only slightly less frozen concentrated orange juice in August 1953—4,300,000 gallons—than in the previous month, although prices paid were one cent higher, averaging 17.7 cents per 6-ounce can. At the same time they bought a record volume of canned "single-strength" orangeade, almost 60 percent more than in August last year.

About 1,780,000 boxes of fresh oranges were purchased by households in August, an increase of 10 percent over July and 36 percent more than in August last year. Consumers bought 1,360,000 cases of canned single-strength orange juice, almost unchanged from July, but one-tenth less than the amount purchased a year ago. Prices paid for California-Arizona fresh oranges were down almost 5 cents per dozen from a year ago, while those of canned orange juice were up 5 cents per 46-ounce can. Combined purchases of fresh oranges, frozen orange juice and canned single-strength orange juice during August were equivalent to 5,810,000 boxes of fruit, 10 percent more than in August 1952.

Householders reported purchasing somewhat more fresh grapefruit during August—270,000 boxes—than last year, but the increase was offset by a decline of one-sixth in canned grapefruit juice purchases. On a fresh equivalent basis household purchases of canned grapefruit juice and fresh grapefruit amounted to 1,140,000 boxes of fruit—down 10 percent from last year.

Household consumers' purchases of fresh lemons, lemon juice, and concentrate for lemonade during August 1953 were equal to 1,055,000 boxes of fresh fruit. This total was up more than one-fourth from August last year. Purchases of frozen concentrate for lemonade were up more than one-half and purchases of canned and bottled lemon juice increased slightly at the same time that purchases of fresh lemons by households rose almost one-fourth. Consumers paid an average of 12 cents per 5½-ounce can for canned and bottled lemon juice during the month, about the same as in other recent months but 1½-cents more than a year earlier, while the average price paid for fresh lemons—43 cents per dozen—was down 4 cents. Frozen lemonade prices were almost unchanged.

Consumer purchases of canned single-strength juices, totaling about 7,100,000 cases of No. 2 cans in August, were almost as much as in this month of the two preceding years. Compared with a year earlier, purchases of all canned single-strength citrus juices except lemon juice were down, but purchases of pineapple, tomato, and prune juices were up. Prices of all citrus juices were higher than a year ago but prices paid for other single-strength juices changed little.

Consumers bought nearly 3,750 tons of dried prunes during August, a one-fifth increase over the corresponding month last year. They paid an average of 27 cents per pound, about 2.5 cents more than in August 1952. Dried apricot purchases were down substantially from last August in response to sharply higher prices.

## FROZEN JUICES AND ADES

Householders purchased almost as much frozen concentrated orange juice in August—about 4,300,000 gallons—as during July, although prices paid were one cent higher, averaging 17.7 cents per 6-ounce can (table 2). Thirty-two per cent of all families purchased frozen orange juice during August, the largest proportion during any month so far. The large purchases, in spite of higher prices of some brands, may have been partly associated with the unusually hot weather during August.

Purchases of frozen orange juice were about 10 percent larger than in the corresponding month last year (table 2). Purchases averaged  $6\frac{1}{2}$  of the 6-ounce cans per buying family, almost the same amount as a year ago, although prices paid averaged a cent and a half higher per can than in August last year. The gain in total purchases compared with a year ago was the result of more families buying during the month.

Frozen concentrated grape juice purchases by households amounted to 340,000 gallons during August, a moderate decline from the preceding month, but nearly 40 percent more than in August last year (table 2). Prices consumers paid for frozen grape juice averaged 21.4 cents per 6-ounce can almost unchanged from July and the same as a year earlier. About 6 percent of the families purchased during the month, an increase over the proportion that bought in August 1952.

Householders' purchases of canned orangeade, together with frozen and shelf pack concentrate for orangeade on a reconstituted basis, were about  $\frac{2}{3}$  as large as their purchases of canned single-strength orange juice during August.

Householders bought 509,000 cases, equivalent 24 No. 2 cans, of canned "single-strength" orangeade during the month, about one-fifth more than in July, and a record for any month for which these data are available (table 1).

Purchases were almost 60 percent larger than in August last year. Prices consumers paid for canned orangeade averaged 26.9 cents per 46-ounce can, about the same as a year ago. Because of the rise in prices of canned single-strength orange juice, prices paid for canned orangeade during August averaged 5 cents a can less than for canned orange juice. A year earlier the prices of these two products were about equal. Most of the increase in purchases of canned orangeade was the result of more families buying during the month.

Householders also reported buying 285,000 gallons of shelf-pack concentrate for orangeade and 60,000 gallons of frozen concentrate for orangeade (table 2). Prices paid for shelf-pack orangeade concentrate averaged 15.8 cents per 6-ounce can, up one cent from a year ago, while those paid for frozen orangeade concentrate were unchanged at 16.5 cents per 6-ounce can.

Frozen concentrate for lemonade purchases by households during August totaled 1,203,000 gallons, a decline from July, but almost 50 percent more than in August last year (table 2). Prices paid by consumers averaged 17.3



cents per 6-ounce can, almost unchanged from July or a year earlier. Fourteen percent of all families purchased frozen lemonade concentrate during the month compared with 11 percent in August last year.

Householders also reported buying 93,000 gallons of shelf-pack concentrate for lemonade during August, somewhat less than in July and less than in August last year. The decline resulted from fewer families buying (table 2).

#### CANNED JUICES

Purchases of canned single-strength juice by householders during August 1953, were equal to about 7,100,000 cases of No. 2 cans (table 1). This volume was almost as much as that purchased during August of the two preceding years. The slight drop was accounted for by smaller purchases of all canned single-strength citrus juices except lemon juice. Compared with a year earlier, purchases of pineapple and tomato juices were up slightly while purchases of prune juice were up nearly one-fourth.

Householders bought almost 1,400,000 cases (equivalent No. 2 cans) of canned single-strength orange juice during August, about one-tenth less than a year earlier. Almost as many families bought canned orange juice during August as a year earlier—14 families per 100—but the average purchases per family were smaller. Prices paid, averaging 32 cents per 46-ounce can, were almost unchanged from the preceding month, but were one-sixth higher than in August a year ago (table 1).

Consumers bought a little more than 900,000 cases (equivalent No. 2 cans) of canned grapefruit juice during August, about the same as in the preceding months but one-sixth less than a year earlier. Somewhat fewer families bought grapefruit juice during August than in August a year ago, and their purchases per family averaged 12 percent less. One out of 10 families bought grapefruit juice during the month and their purchases averaged a little more than two of the 46-ounce cans per family. Prices paid averaged 27 cents per 46-ounce can, 5 cents more than in August 1952 (table 1).

Household purchases of 363,000 cases (equivalent No. 2 cans) of canned orange-grapefruit blended juice during August were almost one-fourth less than a year earlier (table 1). Only 4 families per 100 made purchases during August compared with 5 per 100 in August 1952. Consumers paid an average of 30 cents per 46-ounce can for orange-grapefruit blended juice during the month, up 5 cents from August a year ago.

Purchases of canned lemon juice by householders were equal to about 130,000 cases of No. 2 cans, almost the same as in this month a year ago (table 1). This level of consumption was maintained at the same time that purchases of fresh lemons and concentrates for lemonade rose sharply compared with a year earlier. Householders paid an average of 12 cents per 5½-ounce can for lemon juice during the month, 1-1/2 cents more than a year earlier.

Purchases by householders of about 1,200,000 cases (equivalent No. 2 cans) of pineapple juice during August were almost the same as in the two preceding months (table 1). This volume was moderately larger than purchases a year earlier. Pineapple juice was bought by almost 15 families per 100 during the month, the largest number of families purchasing any canned single-strength juice except tomato juice. Prices paid averaged 30 cents per 46-ounce can, one cent more than in August a year ago.

Householders bought almost 1,700,000 cases (equivalent No. 2 cans) of tomato juice during August (table 1). This volume was substantially less than the amount purchased during the preceding month, but 8 percent more than a year earlier. Prices paid averaged 26 cents per 46-ounce can, one cent less than in August 1952. Purchases of canned and bottled prune juice by householders during August remained at about the same levels as in recent months, amounting to about 400,000 cases (equivalent No. 2 cans). This total was almost one-fourth more than in August a year ago (fig. 9). This resulted from more families buying prune juice and from larger purchases per family. About 65 families per 1,000 bought prune juice during the month, somewhat more than a year earlier, and their purchases averaged about 61-ounces per family (table 1). Consumers paid an average of 33 cents per 32-ounce bottle for prune juice during the month.

#### FRESH CITRUS FRUIT

Householders bought about 1,400,000 boxes of California-Arizona fresh oranges during August, more than half again as much as in the preceding August, and substantially more than in August of 1950 and 1951 (fig. 6). They paid an average of 37 cents per dozen for California-Arizona oranges during the month, down almost 5 cents from a year earlier. More than one family out of 4 bought California-Arizona oranges during August compared with one family out of 5 in August a year ago. Purchases averaged 2-1/3 dozens per buying family during the month compared with 2 dozens a year earlier.

Consumers bought about 550,000 boxes of fresh lemons in August, almost one-fourth more than a year earlier, and more than in any August for which these data are available (fig. 8). Purchases per buying family averaged the same as a year earlier, 13 lemons, but more families bought lemons. Householders paid an average of 43 cents a dozen for lemons in August, 4 cents less than a year earlier.

Household purchases of fresh grapefruit continued to decline seasonally during August, totaling 267,000 boxes during the month, a little more than a year ago. Prices paid for California-Arizona grapefruit averaged 82 cents a dozen compared with 91 cents a year earlier (table 3).

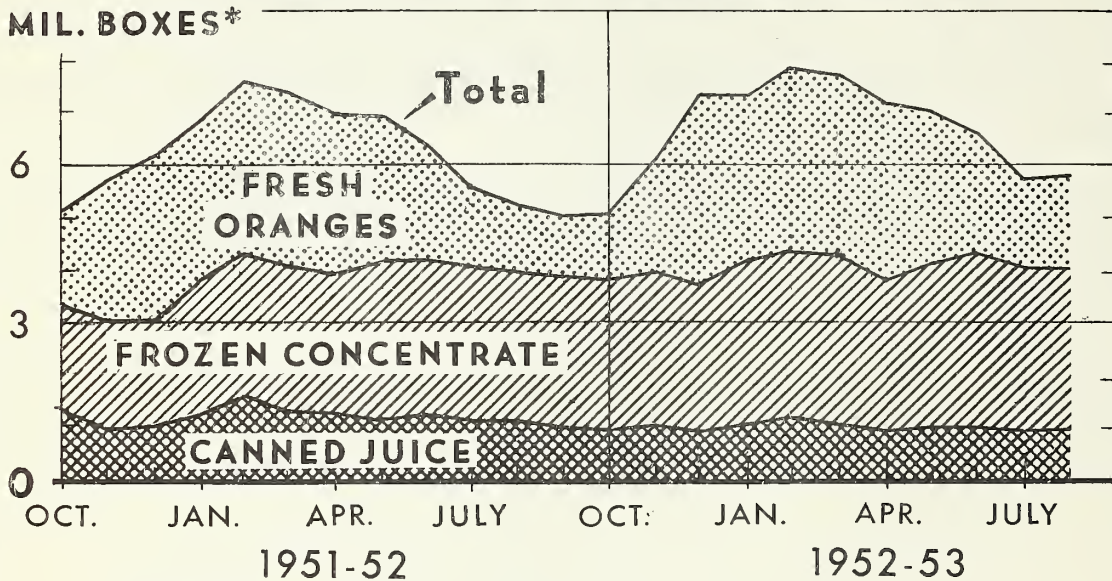


### DRIED FRUIT

During August, householders bought about 3,750 tons of dried prunes, according to consumer reports, nearly one-fifth more than in August last year (table 4). Purchases, however, were almost unchanged from the preceding month. The increase in purchases compared with a year ago was the result of more families buying dried prunes. Buying families averaged purchasing about 2 pounds of dried prunes each during the month. Prices they paid averaged 27.1 cents per pound, almost unchanged from July, but about 2.5 cents higher than a year earlier.

Householders bought about 190 tons of dried apricots during August, paying an average of about 70 cents a pound (table 4). This was approximately 18 cents a pound more than consumers paid a year earlier.

# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 48913-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 1.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1951 to date

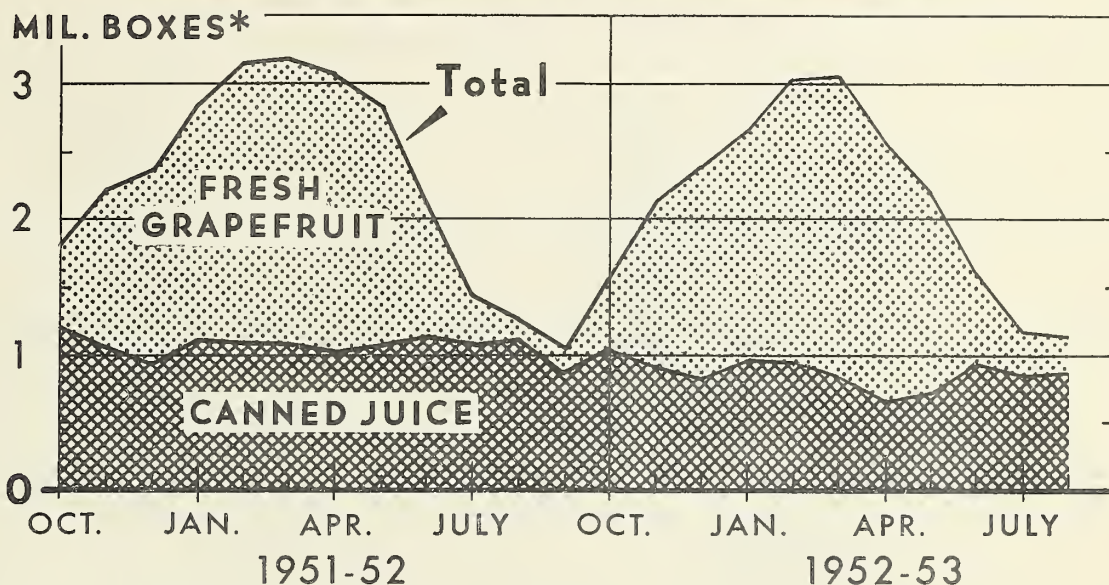
| Period              | Fresh oranges  |                | Frozen concentrated<br>orange juice |                | Canned single-<br>strength<br>orange juice 1/ |                | Total          |                |
|---------------------|----------------|----------------|-------------------------------------|----------------|---|----------------|----------------|----------------|
|                     | 1952-53        | 1951-52        | 1952-53                             | 1951-52        | 1952-53                                       | 1951-52        | 1952-53        | 1951-52        |
|                     | 1,000<br>boxes | 1,000<br>boxes | 1,000<br>boxes                      | 1,000<br>boxes | 1,000<br>boxes                                | 1,000<br>boxes | 1,000<br>boxes | 1,000<br>boxes |
| October             | 1,261          | 1,824          | 2,868                               | 2,021          | 1,000   | 1,312          | 5,129          | 5,157          |
| November            | 2,240          | 2,693          | 2,911                               | 2,015          | 1,005   | 1,008          | 6,156          | 5,716          |
| December            | 3,625          | 3,127          | 2,842                               | 2,030          | 911   | 1,033          | 7,378          | 6,190          |
| October-December 2/ | 7,759          | 8,202          | 9,277                               | 6,609          | 3,121   | 3,649          | 20,157         | 18,460         |
| January             | 3,154          | 3,101          | 3,078                               | 2,528          | 1,072   | 1,289          | 7,304          | 6,918          |
| February            | 3,536          | 3,275          | 3,145                               | 2,774          | 1,224   | 1,607          | 7,905          | 7,656          |
| March               | 3,397          | 3,301          | 3,252                               | 2,737          | 1,016   | 1,399          | 7,665          | 7,437          |
| October-March 2/    | 18,667         | 18,775         | 19,597                              | 15,338         | 6,732   | 8,358          | 44,996         | 42,471         |
| April               | 3,310          | 3,103          | 2,893                               | 2,616          | 986   | 1,310          | 7,189          | 7,029          |
| May                 | 2,885          | 2,846          | 3,113                               | 2,977          | 1,020   | 1,168          | 7,018          | 6,991          |
| June                | 2,288          | 2,174          | 3,331                               | 2,976          | 1,018   | 1,295          | 6,637          | 6,445          |
| October-June 2/     | 27,769         | 27,451         | 29,650                              | 24,551         | 9,994   | 12,421         | 67,413         | 64,423         |
| July                | 3/1,622        | 1,530          | 3,144                               | 2,942          | 934   | 1,133          | 3/5,700        | 5,605          |
| August              | 1,702          | 1,307          | 3,069                               | 2,860          | 959   | 1,116          | 5,810          | 5,283          |
| September           |                | 1,147          |                                     | 2,890          |   | 1,004          |                | 5,041          |
| Season 2/           |                | 31,738         |                                     | 33,908         |   | 15,923         |                | 81,569         |

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4 week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

3/ Revised.

# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



\* FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48914-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 2.--Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1951 to date

| Period                         | Fresh grapefruit |              | Canned single-strength grapefruit juice <sup>1/</sup> |              | Total        |              |
|--------------------------------|------------------|--------------|---|--------------|--------------|--------------|
|                                | 1952-53          | 1951-52      | 1952-53   | 1951-52      | 1952-53      | 1951-52      |
|                                | <u>boxes</u>     | <u>boxes</u> | <u>boxes</u>  | <u>boxes</u> | <u>boxes</u> | <u>boxes</u> |
| October                        | 545              | 606          | 1,030   | 1,201        | 1,575        | 1,807        |
| November                       | 1,240            | 1,182        | 900   | 1,055        | 2,140        | 2,237        |
| December                       | 1,588            | 1,453        | 808   | 934          | 2,396        | 2,387        |
| October-December <sup>2/</sup> | 3,738            | 3,638        | 2,952   | 3,478        | 6,690        | 7,116        |
| January                        | 1,703            | 1,732        | 975   | 1,110        | 2,678        | 2,842        |
| February                       | 2,093            | 2,033        | 943   | 1,099        | 3,006        | 3,132        |
| March                          | 2,216            | 2,113        | 835   | 1,082        | 3,051        | 3,195        |
| October-March <sup>2/</sup>    | 10,284           | 10,026       | 5,884   | 7,056        | 16,168       | 17,082       |
| April                          | 1,848            | 2,061        | 687   | 1,018        | 2,535        | 3,079        |
| May                            | 1,446            | 1,760        | 748   | 1,083        | 2,194        | 2,843        |
| June                           | 686              | 986          | 924   | 1,133        | 1,610        | 2,119        |
| October-June <sup>2/</sup>     | 14,494           | 15,147       | 8,427   | 10,534       | 22,921       | 25,681       |
| July                           | 3,305            | 363          | 851   | 1,087        | 3,156        | 1,450        |
| August                         | 267              | 179          | 874   | 1,100        | 1,141        | 1,279        |
| September                      |                  | 150          |   | 898          |              | 1,048        |
| Season <sup>2/</sup>           |                  | 15,907       |   | 13,849       |              | 29,756       |

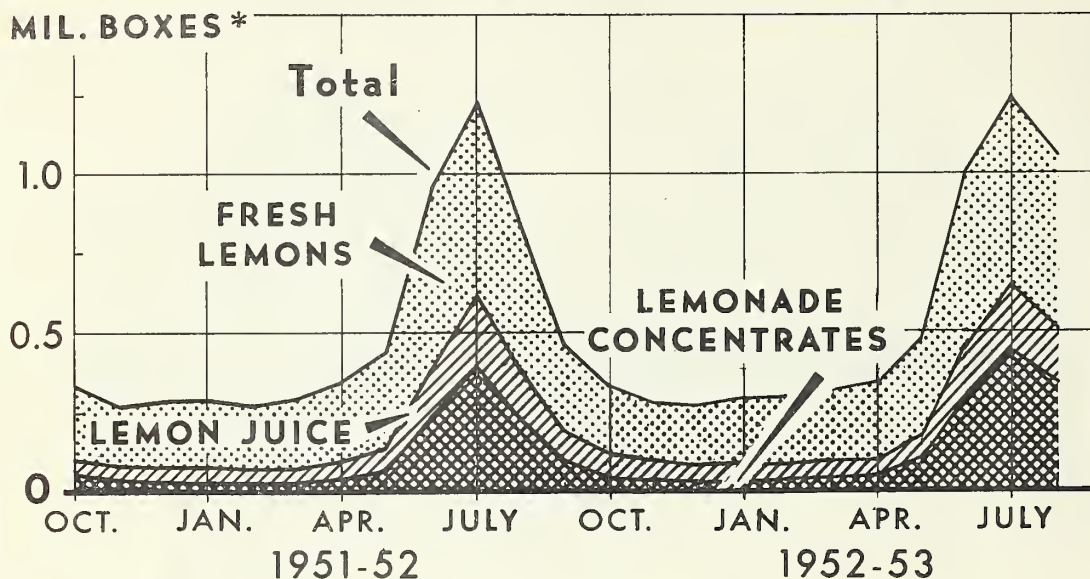
<sup>1/</sup> These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

<sup>2/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

<sup>3/</sup> Revised



# PURCHASES OF LEMON PRODUCTS BY CONSUMERS



\* FRESH LEMON EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48915-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 3.—Consumer purchases of lemon products, equivalent boxes of fresh lemons,  
October 1951 to date

| Period              | Fresh lemons   |                | Lemon juice<br>1/ |                | Concentrate for lemonade |                |                |                | Total          |                |
|---------------------|----------------|----------------|-------------------|----------------|--------------------------|----------------|----------------|----------------|----------------|----------------|
|                     |                |                |                   |                | Frozen                   |                | Total 2/       |                |                |                |
|                     | 1952-53        | 1951-52        | 1952-53           | 1951-52        | 1952-53                  | 1951-52        | 1952-53        | 1951-52        | 1952-53        | 1951-52        |
|                     | 1,000<br>boxes | 1,000<br>boxes | 1,000<br>boxes    | 1,000<br>boxes | 1,000<br>boxes           | 1,000<br>boxes | 1,000<br>boxes | 1,000<br>boxes | 1,000<br>boxes | 1,000<br>boxes |
| October             | 209            | 236            | 69                | 47             | 39                       | 40             | 41             | 45             | 319            | 328            |
| November            | 184            | 192            | 60                | 47             | 27                       | 27             | 29             | 31             | 273            | 270            |
| December            | 190            | 209            | 50                | 48             | 19                       | 19             | 21             | 22             | 261            | 279            |
| October-December 3/ | 634            | 683            | 191               | 160            | 88                       | 92             | 95             | 106            | 920            | 949            |
| January             | 210            | 206            | 57                | 53             | 20                       | 22             | 24             | 24             | 291            | 283            |
| February            | 218            | 202            | 47                | 45             | 23                       | 18             | 27             | 23             | 292            | 270            |
| March               | 229            | 218            | 57                | 51             | 29                       | 21             | 33             | 25             | 319            | 294            |
| October-March 3/    | 1,346          | 1,369          | 368               | 318            | 165                      | 156            | 186            | 182            | 1,900          | 1,869          |
| April               | 242            | 251            | 52                | 60             | 39                       | 33             | 45             | 38             | 339            | 349            |
| May                 | 307            | 308            | 73                | 72             | 87                       | 55             | 95             | 65             | 475            | 445            |
| June                | 548            | 577            | 169               | 144            | 271                      | 205            | 289            | 239            | 1,006          | 960            |
| October-June 3/     | 2,562          | 2,589          | 688               | 615            | 598                      | 469            | 654            | 547            | 3,904          | 3,751          |
| July                | 587            | 598            | 206               | 225            | 404                      | 356            | 436            | 400            | 1,229          | 1,223          |
| August              | 558            | 452            | 163               | 151            | 310                      | 200            | 334            | 228            | 1,055          | 831            |
| September           |                | 269            |                   | 94             |                          | 86             |                | 98             |                | 461            |
| Season 3/           |                |                |                   |                |                          |                |                |                |                |                |
|                     |                | 4,012          |                   | 1,130          |                          | 1,134          |                | 1,298          |                | 6,440          |

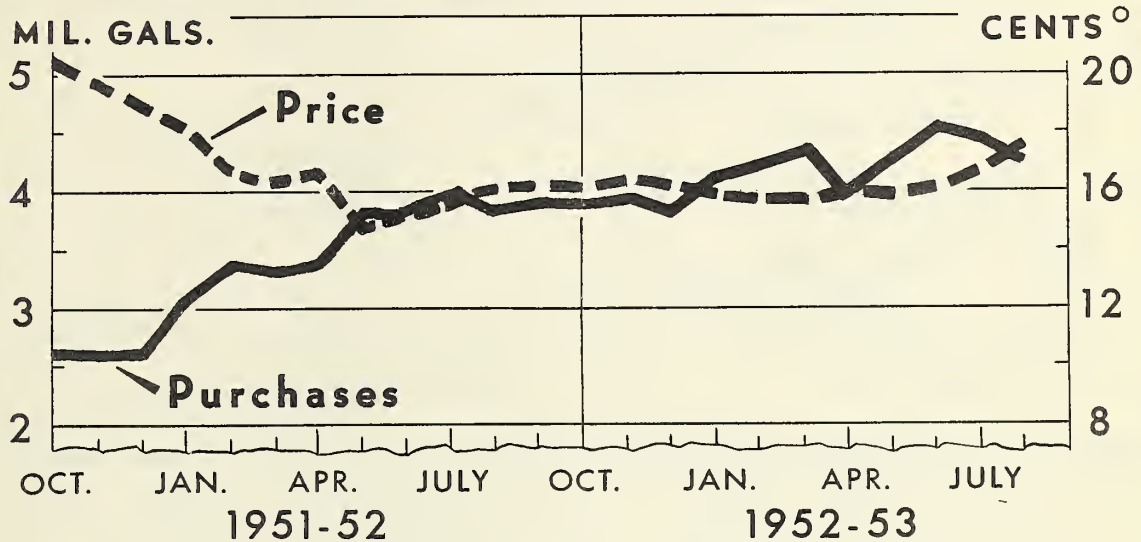
1/ Includes canned single strength lemon juice and small quantities of frozen concentrated and frozen single strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase total for each 3-month period.

# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



\*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48916-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 4.--Frozen concentrated orange juice: Consumer purchases and average price paid, October 1951 to date

| Period              | Purchases     |               | Average prices per 6 oz. can |         |
|---------------------|---------------|---------------|------------------------------|---------|
|                     | 1952-53       | 1951-52       | 1952-53                      | 1951-52 |
|                     | 1,000 gallons | 1,000 gallons | Cents                        | Cents   |
| October             | 3,871         | 2,608         | 16.1                         | 20.4    |
| November            | 3,929         | 2,600         | 16.3                         | 19.7    |
| December            | 3,836         | 2,619         | 16.1                         | 19.1    |
| October-December 1/ | 12,519        | 8,528         |                              |         |
| January             | 4,126         | 3,060         | 15.8                         | 18.2    |
| February            | 4,216         | 3,358         | 15.7                         | 16.7    |
| March               | 4,359         | 3,314         | 15.8                         | 16.3    |
| October-March 1/    | 26,353        | 19,096        |                              |         |
| April               | 3,963         | 3,350         | 16.0                         | 16.5    |
| May                 | 4,265         | 3,812         | 15.9                         | 14.8    |
| June                | 4,563         | 3,811         | 16.1                         | 15.3    |
| October-June 1/     | 40,124        | 30,893        |                              |         |
| July                | 4,403         | 3,970         | 16.6                         | 15.6    |
| August              | 4,299         | 3,859         | 17.7                         | 16.1    |
| September           |               | 3,900         |                              | 16.2    |
| Season 1/           |               | 43,521        |                              |         |

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

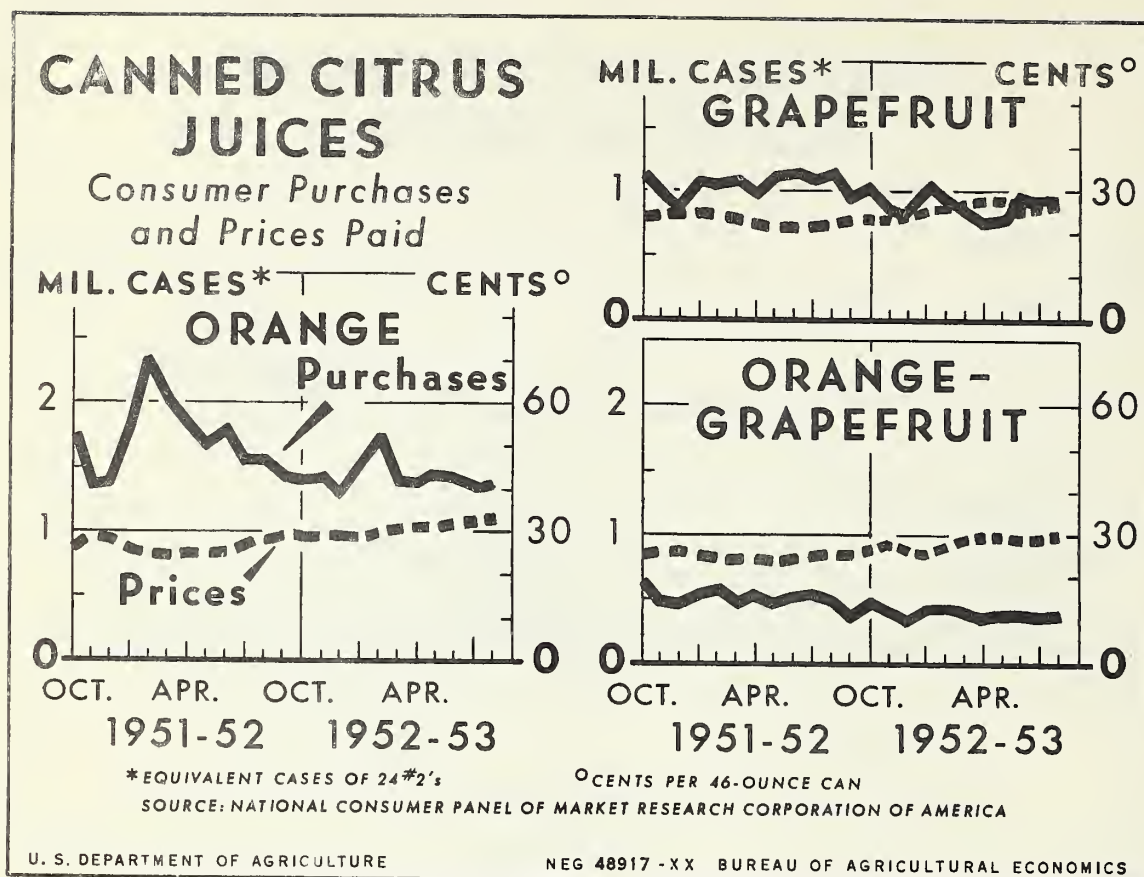


Fig. 5.--Canned citrus juices: Consumer purchases and average prices paid, October 1951 to date

| Period               | Orange         |                |                |                | Grapefruit     |                |                |                | Orange-grapefruit blend |                |                |                |
|----------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-------------------------|----------------|----------------|----------------|
|                      | Purchases      |                | Average prices |                | Purchases      |                | Average prices |                | Purchases               |                | Average prices |                |
|                      | per 46 oz. can | per 46 oz. can | per 46 oz. can | per 46 oz. can | per 46 oz. can | per 46 oz. can | per 46 oz. can | per 46 oz. can | per 46 oz. can          | per 46 oz. can | per 46 oz. can | per 46 oz. can |
| 1952-53 <sup>1</sup> | 1,000 cases    | 1,000 cases    | 1,000 cases    | 1,000 cases    | 1,000 cases    | 1,000 cases    | 1,000 cases    | 1,000 cases    | 1,000 cases             | 1,000 cases    | 1,000 cases    | 1,000 cases    |
| 1951-52 <sup>1</sup> | 1,000 cases    | 1,000 cases    | 1,000 cases    | 1,000 cases    | 1,000 cases    | 1,000 cases    | 1,000 cases    | 1,000 cases    | 1,000 cases             | 1,000 cases    | 1,000 cases    | 1,000 cases    |
| October              | 1,375          | 1,728          | 28.8           | 26.7           | 1,001          | 1,099          | 23.0           | 23.1           | 450                     | 611            | 26.4           | 25.0           |
| November             | 1,412          | 1,325          | 29.6           | 28.3           | 875            | 996            | 23.6           | 23.7           | 393                     | 477            | 27.6           | 26.2           |
| December             | 1,292          | 1,377          | 29.6           | 28.2           | 797            | 868            | 24.2           | 23.8           | 330                     | 448            | 26.9           | 25.8           |
| October-December 2/  | 4,362          | 4,830          |                |                | 2,883          | 3,240          |                |                | 1,263                   | 1,656          |                |                |
| January              | 1,497          | 1,812          | 28.6           | 26.6           | 1,012          | 1,068          | 25.3           | 24.0           | 413                     | 528            | 26.6           | 25.3           |
| February             | 1,720          | 2,309          | 29.7           | 24.6           | 915            | 1,041          | 26.0           | 23.1           | 452                     | 557            | 27.4           | 24.4           |
| March                | 1,411          | 2,016          | 30.5           | 24.4           | 840            | 1,062          | 27.0           | 22.2           | 408                     | 474            | 29.2           | 23.4           |
| October-March 2/     | 9,114          | 11,570         |                |                | 5,859          | 6,692          |                |                | 2,640                   | 3,343          |                |                |
| April                | 1,402          | 1,817          | 30.6           | 24.9           | 704            | 988            | 27.2           | 21.9           | 352                     | 506            | 29.2           | 24.0           |
| May                  | 1,440          | 1,615          | 30.9           | 25.1           | 766            | 1,091          | 27.2           | 21.2           | 383                     | 460            | 29.2           | 23.7           |
| June                 | 1,436          | 1,790          | 31.1           | 25.3           | 991            | 1,126          | 26.4           | 21.2           | 384                     | 511            | 29.3           | 24.5           |
| October-June 2/      | 14,023         | 17,491         |                |                | 8,505          | 10,136         |                |                | 3,860                   | 4,937          |                |                |
| July                 | 1,329          | 1,540          | 31.5           | 27.1           | 906            | 1,075          | 26.8           | 22.1           | 351                     | 524            | 29.4           | 24.9           |
| August               | 1,362          | 1,538          | 32.3           | 27.7           | 929            | 1,116          | 27.2           | 22.3           | 363                     | 473            | 30.5           | 25.6           |
| September            |                | 1,428          |                | 29.0           |                | 936            |                | 22.9           |                         | 336            |                | 25.9           |
| Season 2/            |                | 22,036         |                |                |                | 13,491         |                |                |                         | 6,383          |                |                |

<sup>1/</sup> Equivalent cases of 24 No. 2 cans - 432 ounces per case.

<sup>2/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



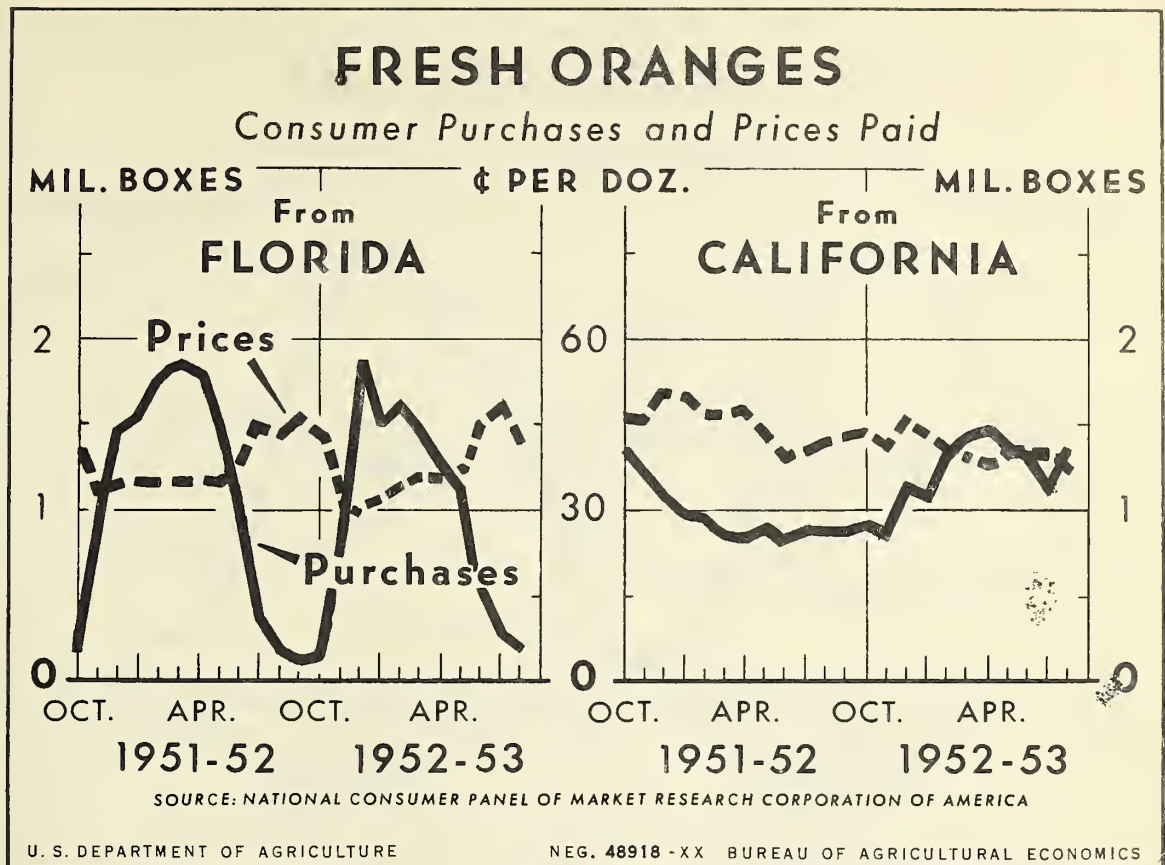


Fig. 6.--Florida and California-Arizona fresh oranges: Consumer purchases and average prices paid, October 1951 to date

| Period              | Florida        |                |                          |         | California-Arizona |                |                          |         |
|---------------------|----------------|----------------|--------------------------|---------|--------------------|----------------|--------------------------|---------|
|                     | Purchases      |                | Average prices per dozen |         | Purchases          |                | Average prices per dozen |         |
|                     | 1952-53        | 1951-52        | 1952-53                  | 1951-52 | 1952-53            | 1951-52        | 1952-53                  | 1951-52 |
|                     | 1,000<br>boxes | 1,000<br>boxes | Cents                    | Cents   | 1,000<br>boxes     | 1,000<br>boxes | Cents                    | Cents   |
| October             | 138            | 166            | 42.4                     | 40.7    | 933                | 1,371          | 43.3                     | 47.0    |
| November            | 947            | 981            | 30.3                     | 32.8    | 866                | 1,186          | 41.7                     | 45.2    |
| December            | 1,870          | 1,468          | 29.3                     | 34.8    | 1,147              | 1,116          | 45.8                     | 50.8    |
| October-December 1/ | 3,307          | 2,921          |                          |         | 3,087              | 3,874          |                          |         |
| January             | 1,520          | 1,565          | 31.8                     | 34.6    | 1,072              | 974            | 43.2                     | 50.5    |
| February            | 1,600          | 1,735          | 34.1                     | 34.0    | 1,305              | 956            | 40.7                     | 46.5    |
| March               | 1,474          | 1,869          | 35.6                     | 34.8    | 1,444              | 862            | 39.3                     | 46.6    |
| October-March 1/    | 8,252          | 8,572          |                          |         | 7,233              | 6,917          |                          |         |
| April               | 1,347          | 1,809          | 35.6                     | 35.3    | 1,494              | 826            | 38.9                     | 47.2    |
| May                 | 1,137          | 1,521          | 37.0                     | 35.2    | 1,352              | 885            | 41.1                     | 42.2    |
| June                | 617            | 969            | 44.3                     | 38.0    | 1,350              | 826            | 40.1                     | 38.7    |
| October-June 1/     | 11,586         | 13,155         |                          |         | 11,733             | 9,632          |                          |         |
| July                | 256            | 392            | 47.8                     | 44.6    | 1,127              | 884            | 39.2                     | 39.8    |
| August              | 190            | 195            | 42.0                     | 43.7    | 1,376              | 876            | 36.7                     | 41.2    |
| September           |                | 117            |                          | 45.1    |                    | 865            |                          | 42.9    |
| Season 1/           |                | 13,893         |                          |         |                    | 12,483         |                          |         |

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

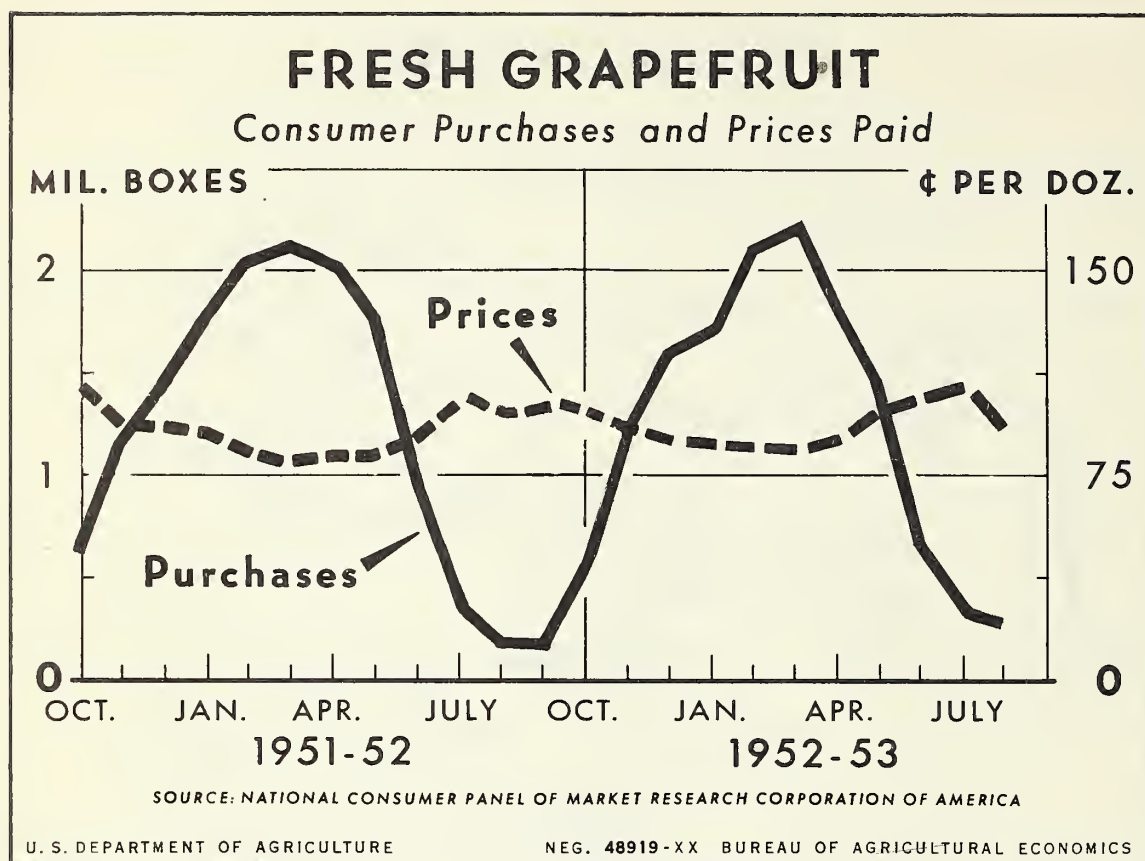


Fig. 7.--Fresh grapefruit: Consumer purchases and average prices paid, October 1951 to date

| Period                         | Purchases          |                    | Average prices per dozen |              |
|--------------------------------|--------------------|--------------------|--------------------------|--------------|
|                                | 1952-53            | 1951-52            | 1952-53                  | 1951-52      |
|                                | <u>1,000 boxes</u> | <u>1,000 boxes</u> | <u>Cents</u>             | <u>Cents</u> |
| October                        | 545                | 606                | 99.0                     | 106.0        |
| November                       | 1,240              | 1,182              | 90.8                     | 93.5         |
| December                       | 1,588              | 1,453              | 87.3                     | 92.4         |
| October-December <sup>1/</sup> | 3,738              | 3,638              |                          |              |
| January                        | 1,703              | 1,732              | 87.5                     | 90.7         |
| February                       | 2,093              | 2,033              | 85.3                     | 84.1         |
| March                          | 2,216              | 2,113              | 84.4                     | 81.8         |
| October-March <sup>1/</sup>    | 10,264             | 10,026             |                          |              |
| April                          | 1,848              | 2,061              | 88.9                     | 83.0         |
| May                            | 1,446              | 1,760              | 95.9                     | 84.4         |
| June                           | 686                | 986                | 103.9                    | 90.9         |
| October-June <sup>1/</sup>     | 14,494             | 15,147             |                          |              |
| July                           | 2,305              | 363                | 105.9                    | 105.4        |
| August                         | 267                | 179                | 94.0                     | 99.4         |
| September                      |                    | 150                |                          | 102.3        |
| Season <sup>1/</sup>           |                    | 15,907             |                          |              |

<sup>1/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

<sup>2/</sup> Revised

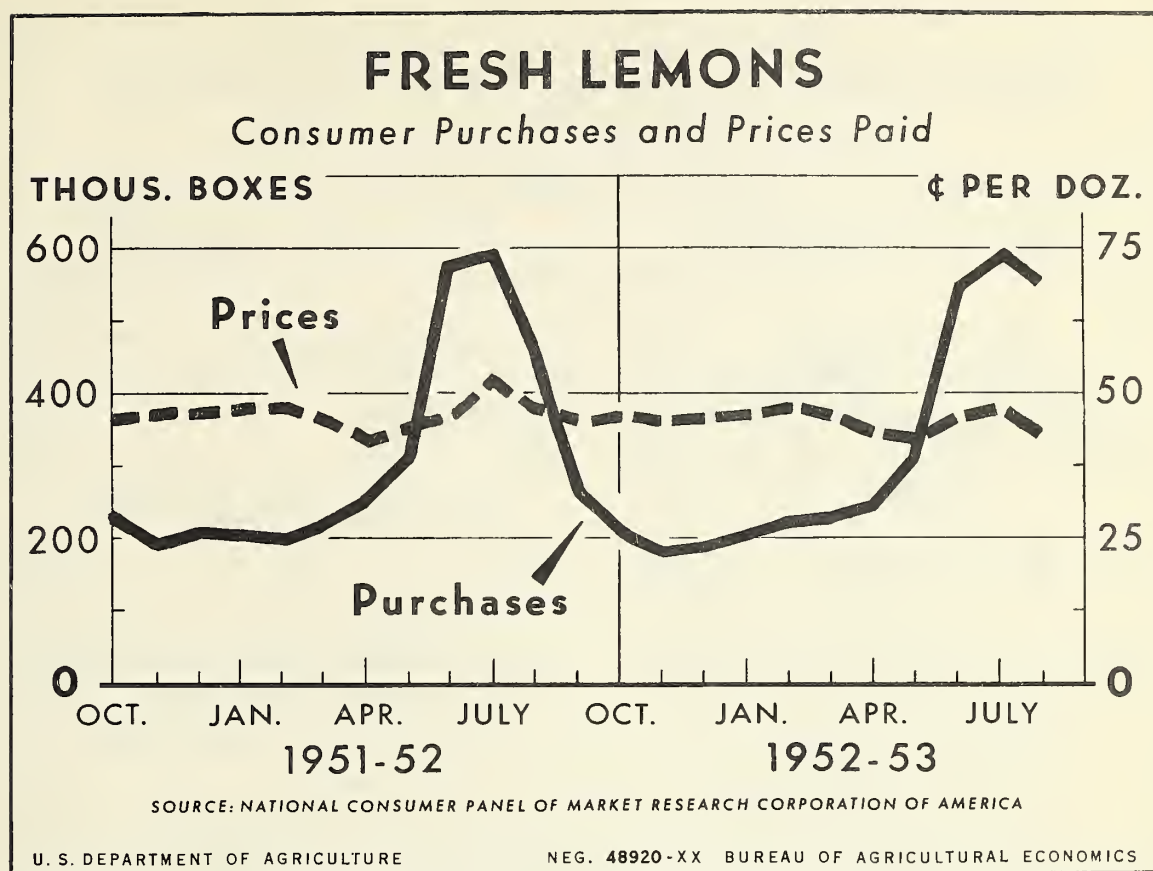


Fig. 8.--Fresh lemons: Consumer purchases and average prices paid, October 1951 to date

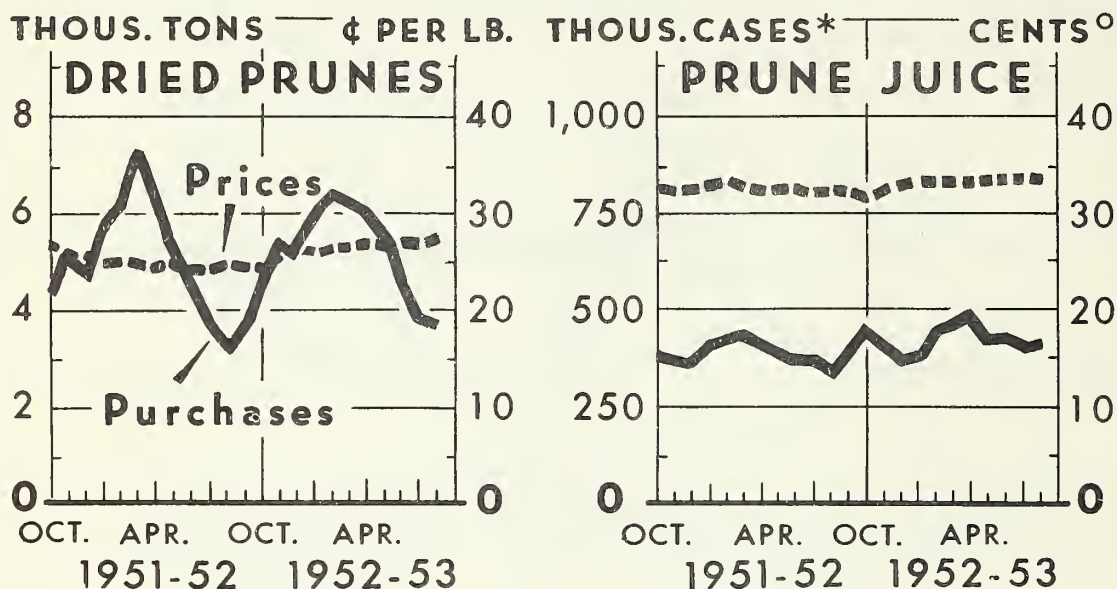
| Period              | Purchases   |             | Average prices per dozen |         |
|---------------------|-------------|-------------|--------------------------|---------|
|                     | 1952-53     | 1951-52     | 1952-53                  | 1951-52 |
|                     | 1,000 boxes | 1,000 boxes | Cents                    | Cents   |
| October             | 209         | 236         | 45.7                     | 45.2    |
| November            | 184         | 192         | 45.3                     | 46.7    |
| December            | 190         | 209         | 46.4                     | 46.8    |
| October-December 1/ | 634         | 683         |                          |         |
| January             | 210         | 206         | 46.3                     | 47.4    |
| February            | 218         | 202         | 47.2                     | 47.8    |
| March               | 229         | 218         | 45.9                     | 45.9    |
| October-March 1/    | 1,346       | 1,369       |                          |         |
| April               | 242         | 251         | 43.8                     | 42.9    |
| May                 | 307         | 308         | 42.7                     | 44.2    |
| June                | 548         | 577         | 45.6                     | 45.6    |
| October-June 1/     | 2,562       | 2,589       |                          |         |
| July                | 587         | 598         | 46.8                     | 51.5    |
| August              | 558         | 452         | 43.4                     | 47.8    |
| September           |             | 269         |                          | 45.4    |
| Season 1/           |             | 4,012       |                          |         |

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# DRIED PRUNES & PRUNE JUICE

## Consumer Purchases and Prices Paid



\* EQUIVALENT CASES OF 24 #2's

<sup>o</sup> CENTS PER 32-OUNCE BOTTLE

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48921-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 9.--Dried prunes and prune juice: Consumer purchases and average prices paid, October 1951 to date

| Period              | Dried prunes |         |                |         | Prune juice    |                |                |         |
|---------------------|--------------|---------|----------------|---------|----------------|----------------|----------------|---------|
|                     | Purchases    |         | Average prices |         | Purchases      |                | Average prices |         |
|                     | 1952-53      | 1951-52 | 1952-53        | 1951-52 | 1952-53        | 1951-52        | 1952-53        | 1951-52 |
|                     | Tons         | Tons    | Cents          | Cents   | 1,000 cases 1/ | 1,000 cases 1/ | Cents          | Cents   |
| October             | 4,650        | 4,391   | 24.7           | 26.5    | 447            | 373            | 31.8           | 32.6    |
| November            | 5,353        | 5,184   | 25.3           | 25.8    | 399            | 362            | 32.5           | 32.5    |
| December            | 5,047        | 4,793   | 26.3           | 25.4    | 375            | 357            | 32.7           | 32.5    |
| October-December 2/ | 16,204       | 15,871  |                |         | 1,317          | 1,220          |                |         |
| January             | 6,148        | 5,884   | 26.2           | 25.0    | 383            | 396            | 33.3           | 32.3    |
| February            | 6,436        | 6,292   | 26.3           | 25.1    | 442            | 445            | 33.1           | 32.9    |
| March               | 6,278        | 7,276   | 26.7           | 24.5    | 454            | 435            | 33.1           | 32.5    |
| October-March 2/    | 36,945       | 37,068  |                |         | 2,711          | 2,578          |                |         |
| April               | 6,083        | 6,110   | 27.0           | 24.5    | 491            | 417            | 33.2           | 32.2    |
| May                 | 5,326        | 5,112   | 26.6           | 24.7    | 422            | 379            | 33.5           | 32.1    |
| June                | 4,643        | 4,351   | 27.1           | 23.7    | 435            | 363            | 33.6           | 32.3    |
| October-June 2/     | 51,077       | 53,786  |                |         | 4,139          | 3,837          |                |         |
| July                | 3,780        | 3,692   | 27.0           | 24.1    | 402            | 363            | 33.6           | 31.8    |
| August              | 3,748        | 3,176   | 27.1           | 24.5    | 410            | 333            | 33.1           | 32.2    |
| September           |              | 3,701   |                | 24.6    |                | 398            |                | 32.0    |
| Season 2/           |              | 65,142  |                |         |                | 5,011          |                |         |

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Canned single-strength juices and ades: U. S. total consumer purchases and average prices, August 1953 and 1952 (4-week period)

| Commodity            | Percentage of all families buying |         | Total quantity |                | Per buying family |        |                       |        | Unit   | Average price per unit |       |
|----------------------|-----------------------------------|---------|----------------|----------------|-------------------|--------|-----------------------|--------|--------|------------------------|-------|
|                      | 1953                              | 1952    | 1953           | 1952           | Purchases         |        | Quantity per purchase |        |        | 1953                   | 1952  |
|                      |                                   |         |                |                | 1953              | 1952   | 1953                  | 1952   |        |                        |       |
|                      | Percent                           | Percent | 1,000 cases 1/ | 1,000 cases 1/ | Number            | Number | Ounces                | Ounces | Ounces | Cents                  | Cents |
| Canned juices        |                                   |         |                |                |                   |        |                       |        |        |                        |       |
| Orange               | 13.9                              | 14.4    | 1,362          | 1,538          | 1.8               | 1.8    | 54.6                  | 60.2   | 46     | 32.3                   | 27.7  |
| Grapefruit           | 9.7                               | 9.9     | 929            | 1,116          | 1.6               | 1.6    | 58.8                  | 66.8   | 46     | 27.2                   | 22.3  |
| Orange & gplt. blend | 4.2                               | 4.9     | 363            | 473            | 1.5               | 1.6    | 55.8                  | 55.5   | 46     | 30.5                   | 25.6  |
| Tangerine            | 2/                                | 1.1     | 2/             | 69             | 2/                | 1.3    | 2/                    | 47.6   | 46     | 2/                     | 26.0  |
| Lemon                | 6.3                               | 6.1     | 134            | 130            | 1.3               | 1.3    | 15.7                  | 15.1   | 5 1/2  | 12.1                   | 10.6  |
| Grape                | 5.9                               | 5.9     | 242            | 258            | 1.3               | 1.4    | 30.2                  | 29.1   | 32     | 35.2                   | 35.4  |
| Pineapple            | 14.8                              | 14.2    | 1,205          | 1,128          | 1.5               | 1.5    | 51.7                  | 50.7   | 46     | 30.4                   | 29.6  |
| Prune                | 6.5                               | 5.8     | 410            | 333            | 1.7               | 1.6    | 36.0                  | 32.1   | 32     | 33.1                   | 32.2  |
| Tomato               | 20.5                              | 17.9    | 1,694          | 1,568          | 1.6               | 1.7    | 51.6                  | 51.2   | 46     | 26.4                   | 27.2  |
| Total 3/             | 53.1                              | 50.9    | 7,130          | 7,378          | 2.8               | 2.9    | 47.2                  | 49.0   |        |                        |       |
| Canned ades          |                                   |         |                |                |                   |        |                       |        |        |                        |       |
| Orangeade            | 4.6                               | 3.3     | 509            | 322            | 1.7               | 1.5    | 67.0                  | 64.6   | 46     | 26.9                   | 26.4  |

1/ Equivalent cases of No. 2 cans - 432 ounces per case.

2/ Too few purchases reported for analysis.

3/ Includes other canned single-strength juices.

National Consumer Panel of Market Research Corporation of America.

Table 2.--Frozen concentrated juices and ade bases: U. S. total consumer purchases and average prices, August 1953 and 1952 (4-week period)

| Commodity                  | Percentage of all families buying |         | Total quantity |               | Per buying family |        |                       |        | Unit   | Average price per unit |       |
|----------------------------|-----------------------------------|---------|----------------|---------------|-------------------|--------|-----------------------|--------|--------|------------------------|-------|
|                            | 1953                              | 1952    | 1953           | 1952          | Purchases         |        | Quantity per purchase |        |        | 1953                   | 1952  |
|                            |                                   |         |                |               | 1953              | 1952   | 1953                  | 1952   |        |                        |       |
|                            | Percent                           | Percent | 1,000 gallons  | 1,000 gallons | Number            | Number | Ounces                | Ounces | Ounces | Cents                  | Cents |
| Frozen concentrated juices |                                   |         |                |               |                   |        |                       |        |        |                        |       |
| Orange                     | 32.0                              | 27.4    | 4,299          | 3,859         | 2.4               | 2.4    | 16.2                  | 16.4   | 6      | 17.7                   | 16.1  |
| Grape                      | 6.2                               | 5.0     | 341            | 246           | 1.5               | 1.4    | 10.8                  | 9.8    | 6      | 21.4                   | 21.4  |
| Other concentrates         | 1/                                | 1/      | 234            | 48            | 1/                | 1/     | 11.5                  | 15.0   | 6      | 17.0                   | 15.4  |
| Total 2/                   | 34.3                              | 29.1    | 4,874          | 4,254         | 2.7               | 2.6    | 15.4                  | 15.6   |        |                        |       |
| Ade bases                  |                                   |         |                |               |                   |        |                       |        |        |                        |       |
| Frozen                     |                                   |         |                |               |                   |        |                       |        |        |                        |       |
| Concentrate for lemonade   | 14.1                              | 11.1    | 1,203          | 822           | 1.7               | 1.6    | 14.5                  | 13.1   | 6      | 17.3                   | 17.0  |
| Shelf pack                 |                                   |         |                |               |                   |        |                       |        |        |                        |       |
| Lemonade                   | 1.6                               | 2.3     | 93             | 118           | 1.2               | 1.2    | 12.6                  | 12.1   | 6      | 14.9                   | 14.5  |
| Orangeade                  | 3.4                               | 3.7     | 285            | 267           | 1.6               | 1.5    | 15.5                  | 14.6   | 6      | 15.8                   | 14.8  |

1/ Information not available.

2/ Total includes small purchases of grapefruit, orange-grapefruit blended, and other frozen concentrated juices.

National Consumer Panel of Market Research Corporation of America.

Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, August 1953 and 1952 (4-week period)

| Commodity          | Percentage of all families buying |         | Total quantity |             | Per buying family |        |                       |        | Average price per dozen |       |
|--------------------|-----------------------------------|---------|----------------|-------------|-------------------|--------|-----------------------|--------|-------------------------|-------|
|                    |                                   |         |                |             | Purchases         |        | Quantity per purchase |        |                         |       |
|                    | 1953                              | 1952    | 1953           | 1952        | 1953              | 1952   | 1953                  | 1952   | 1953                    | 1952  |
|                    | Percent                           | Percent | 1,000 boxes    | 1,000 boxes | Number            | Number | Number                | Number | Cents                   | Cents |
| Oranges            |                                   |         |                |             |                   |        |                       |        |                         |       |
| California-Arizona | 26.3                              | 19.1    | 1,376          | 876         | 2.1               | 2.0    | 13.5                  | 12.2   | 36.7                    | 41.2  |
| Florida            | 3.6                               | 4.1     | 190            | 195         | 1.7               | 1.8    | 13.5                  | 11.8   | 42.0                    | 43.7  |
| Unidentified       | 6.4                               | 7.2     | 212            | 223         | 1.5               | 1.5    | 12.1                  | 10.4   | 38.9                    | 43.3  |
| Total 1/           | 32.3                              | 26.8    | 1,782          | 1,307       | 2.2               | 2.1    | 13.3                  | 11.8   | 37.4                    | 41.9  |
| Grapefruit         |                                   |         |                |             |                   |        |                       |        |                         |       |
| California-Arizona | 3.8                               | 2.0     | 140            | 63          | 1.4               | 1.5    | 4.9                   | 4.1    | 82.1                    | 90.7  |
| Florida            | 1.2                               | 1.2     | 58             | 53          | 1.6               | 1.8    | 4.9                   | 3.7    | 103.3                   | 101.6 |
| Unidentified       | 2.4                               | 2.3     | 61             | 58          | 1.4               | 1.4    | 3.6                   | 3.4    | 111.4                   | 108.0 |
| Total 1/           | 6.9                               | 5.1     | 267            | 179         | 1.5               | 1.7    | 4.5                   | 3.7    | 94.0                    | 99.4  |
| Lemons             | 35.0                              | 28.8    | 558            | 452         | 1.8               | 1.8    | 7.3                   | 7.1    | 43.4                    | 47.8  |
| Total              | 54.1                              | 44.7    | 2,607          | 1,938       | 2.7               | 2.7    | 10.0                  | 9.1    | 41.2                    | 45.6  |

1/ Includes small purchases of Texas fruit.

National Consumer Panel of Market Research Corporation of America.

Table 4.--Dried fruit: U. S. total consumer purchases and average price, August 1953 and 1952 (4-week period)

| Commodity | Percentage of all families buying |         | Total quantity |       | Per buying family |        |                       |        | Average price per pound |       |
|-----------|-----------------------------------|---------|----------------|-------|-------------------|--------|-----------------------|--------|-------------------------|-------|
|           |                                   |         |                |       | Purchases         |        | Quantity per purchase |        |                         |       |
|           | 1953                              | 1952    | 1953           | 1952  | 1953              | 1952   | 1953                  | 1952   | 1953                    | 1952  |
|           | Percent                           | Percent | Tons           | Tons  | Number            | Number | Ounces                | Ounces | Cents                   | Cents |
| Apricots  | .9                                | 1.0     | 187            | 378   | 1.1               | 1.2    | 13.0                  | 21.7   | 69.9                    | 52.4  |
| Prunes    | 8.4                               | 7.2     | 3,748          | 3,176 | 1.4               | 1.4    | 23.2                  | 23.0   | 27.1                    | 24.5  |

National Consumer Panel of Market Research Corporation of America.





